

Exploring the Research Phases

By Yang Cheng, Tanisha Razdan, and Jessica Drozd





Research Goals

Diary Study

To learn more how people think and feel about NYC construction

Interviews

Learn more about people's experience with street construction

Observational Fieldwork

Understanding the culture, norms, or social environment of an individual or group

Methods - Diary Study



Who?

A wealth manager, 2
graduate students



When?

October 31st-Nov 6th



What?

Participants each do three
activities via Miro



How?

Used Miro with
instructions



Where?

Online, Miro



Why?

Learn more about how people
think and feel about street
construction in NYC

Methods - Interviews



Who?

Residents, people working nearby



When?

September 23rd-October 1st



What?

We conducted in person interviews



How?

Walking around construction sites and asking if we could interview people



Where?

Around the Greenwich+Front street construction site



Why?

Get to know users and their needs as well as their experience with construction

Methods - Observational Fieldwork



Who?

Residents, visitors, people working nearby



What?

We observed people who interacted with the site



Where?

Greenwich + Front street construction site



When?

September 12th-19th



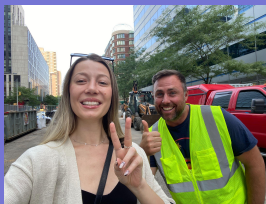
How?

We collected our data through pictures + videos



Why?

To gain insights into the sites' community life and practices



“Contemporary infrastructure is vital to make an area desirable to live in. If I heard the place never has construction that would be a negative.”

Mark, Resident Physician

First Big Idea

Residents of NYC want to be sure that their tax money is going towards bettering NYC.

“As a native New Yorker, I learned to accept construction improvements happening in NYC because I know that my tax money is going towards making NYC more beautiful/ functional.”

Peter, Wealth Manager



Recommendation

Be transparent as possible when it comes to taxpayer money.

- Graph showing money spent on completed projects
- Interactive visual about the impact of people's tax dollars



Second Big Idea



“Because of the construction, it is taking forever for me to find a parking spot nearby. I want to know when the construction is completed, will there be more parking space? A mock-up picture of the site will be very helpful.”

Frank, Driver

Residents of NYC **want to see the results of the construction project**, so they can be more supportive and positive about the construction.

“I wish they could put a picture on the signage showing the results of the construction. I will be more supportive if I can see the results”

Kira, Graduate Student



Recommendation

Present the results of the construction

- Digital products include the some pictures showing what will look like when the construction is completed
- Or presenting the results by text, such as more parking space, wider sidewalk, etc. Maybe include these information in a digital product.





Third Big Idea

“Workers are speaking in Spanish. I sometimes ask what they are doing. No one tells me when it's ended.”

Digna, School Crossing Guard

Residents of NYC want to **know about construction but may not necessarily speak english.**

“Most instructions are in English and it is difficult for me to understand it completely.”

Digna, School Crossing Guard

Recommendation

**It will be helpful if
the communication is
provided in more
than one language.**

Since New York is a city which attracts a lot of diverse crowds. It is a known fact that a lot of people working, living and residing here speak more than one language, in this case, Digna spoke spanish.



The background of the slide features a light blue sky with three stylized, orange-yellow clouds. At the bottom, there is a silhouette of a city skyline composed of various shades of blue and grey rectangles of different heights, representing buildings.

Conclusion

We consolidated our big ideas and recommendations from our research which included observational fieldwork, interviews and diary study. We can conclude that few of the issues that are faced by people of NYC are:

Conclusion

Transparency

How is our tax money being utilized, spent and benefiting us.

Vision

How will the city look like once the construction is completed

01

02

03

Language & Accessibility

How can we communicate with the diversity of New York City if my first language is not English.

Further Information

Diary Study Analysis:

https://miro.com/app/board/uXjvPIIxuk8=?share_link_id=970748397294

Field Interviews:

https://miro.com/app/board/uXjVPWcVdtw=?share_link_id=231450150892

Observational Field Work:

https://miro.com/app/board/uXjVOSoXvLg=?share_link_id=828635854344

Diary Study Workshop:

https://miro.com/app/board/uXjvPIIBe94=?share_link_id=876288996994

DDC Communication:

<https://drive.google.com/drive/folders/1RN5edyMDCr-cbiwTFy-LLlPk6kwBekqX>

DDC Background:

<https://drive.google.com/drive/folders/1SR2qleTqaxZpuG7xPQrDU2V1LzfQX8xJ>

Team Information

Yang:
ychen773@pratt.edu

Tanisha:
trazdan@pratt.edu

Jessica:
jdrozd25@pratt.edu

Snapshots Of Raw Data

Moodboard

Participant 1

Now it's your turn! Have fun and be expressive!



In general the construction doesn't bother me because I can't really hear it. It is however annoying because they start really early when people are still sleeping

Participant 2

Now it's your turn! Have fun and be expressive!



The construction around me bothered me a lot in the morning. I usually woke up because the construction sound, and could not sleep back. When I work from home and have meetings with my co-workers I can't even hear them clearly.

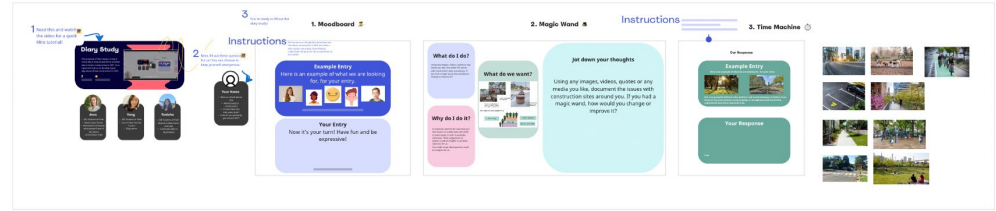
Participant 3

Now it's your turn! Have fun and be expressive!

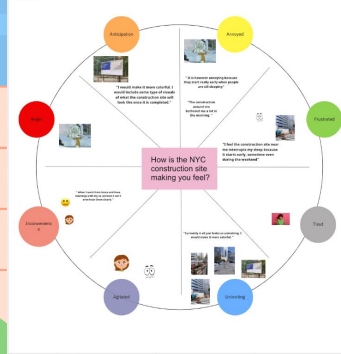


The construction around me occasionally bothers me because of the noise and polluted air. Other than that I am indifferent about it. Because I'm not the citizen here when it comes to finish I wonder if I would be benefited from it.

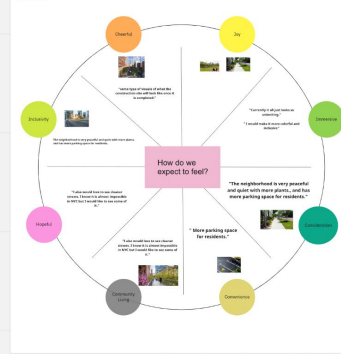
Diary Study Design



Analysis: Current



Analysis: Expected



Responses

Participant 1's Response



I am a huge fan of greenery so I would like to see that more in NYC. I also would love to see cleaner streets. I know it is almost impossible in NYC but I would like to see some of it.

Participant 2's Response



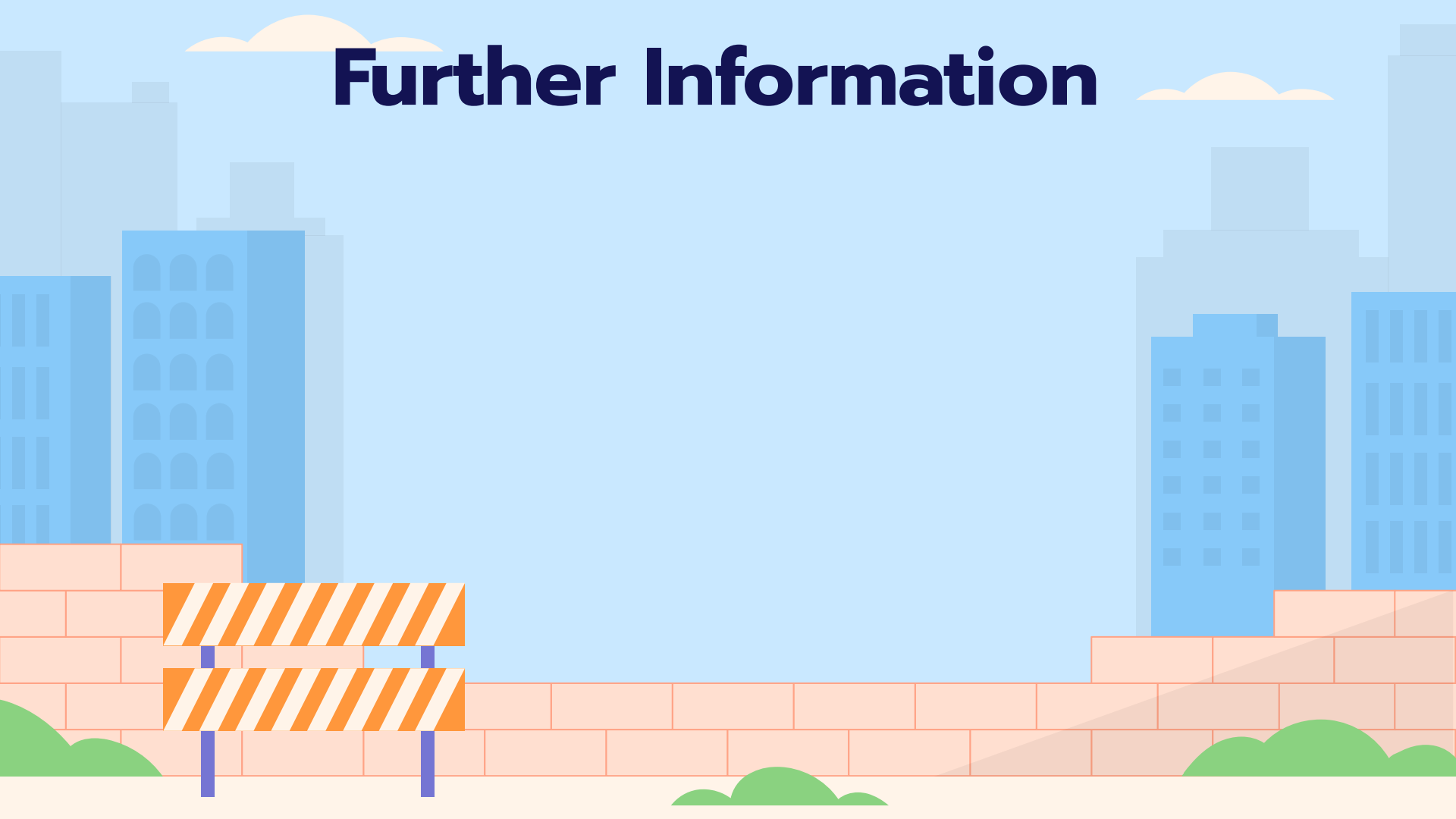
The neighborhood is very peaceful and quiet with more plants, and has more parking space for residents.

Participant 3's Response



It is very peaceful without noise and the road is not as bumpy as before. I can sleep without using earplugs. The air is so crisp and fresh with no dust and sandy texture when the wind blows on my face.

Further Information



Thank You!

Any Questions

